



## 2020 Gold Rush Campaign

### A) Promotion Goals

- promote the downtown core and the BIA businesses during the Big Dig
- support the businesses during the COVID-19 Pandemic
- encourage local residents and visitors to shop at multiple downtown businesses
- encourage shoppers to visit stores that they may not have visited before
- create an excitement and energy that would encourage people to visit and explore downtown Wiar-ton

### B) Advertisement and Promotion

#### Chamber Facebook

- from September-December
- ads targeted different combinations of the following areas:
  - Chesley, Collingwood, Meaford, Owen Sound, Thornbury, Wiar-ton, Lion's Head, Tobermory, Kincardine, Park Head, Port Elgin, Southampton, Wiar-ton (South Bruce Peninsula), Mount Forest
- the promotions had a total of 10,406 post engagements

#### Town Facebook

- posters, draw information and winners posted

#### Radio

- Bayshore Broadcasting
- ads purchased for Big Dig business promotion
- also used to promote the Gold Rush Campaign
- CFOS and Country 93
- April to December 2020
- 412 messages on each station
- 30 seconds each

### C) Participation

- 35 Businesses participated in the campaign
- 1400 Ballots were returned

## D) Ballot Data

Ballots submitted included the postal code of the participant. The below table is a summary of the location of participants. This data is expected to shape future marketing and advertising campaigns.

Location	Ballots	Location	Ballots	Location	Ballots	Location	Ballots
Warton	1024	Moorefield	3	Warsaw	1	Glencoe	1
Lion's Head	38	Pike Bay	3	Minden	1	Lawrence	1
Owen Sound	25	Baden	3	Kingston	1	Exeter	1
Kitchener							
Waterloo	22	Brantford	3	Trenton	1	Petrolia	1
Sauble Beach	17	Springmount	3	Stayner	1	Sarnia	1
Hamilton	12	Hanover	3	Markham	1	Chatham-Kent	1
Toronto	12	Tecumseh	3	Richmond Hill	1	Essex	1
Kemble	10	Peterborough	2	Oakville	1	Harrow	1
Saugeen Shores	10	Grimsby	2	Penetanguishene	1	Fergus	1
Cambridge	8	Orillia	2	East Gwillimbury	1	Kincardine	1
Shallow Lake	6	Midland	2	New Tecumseth	1	Keady	1
London	6	Halton Hills	2	Milton	1	Listowel	1
Brampton	6	Burlington	2	Greater Sudbury	1	Chatham-Kent	1
Ottawa	5	Cambridge	2	Orangevill	1	Sarnia	1
Tobermory	5	Durham	2	Chesley	1		
Tara	4	Palmerston	2	Mount Forest	1		
Balmy Beach	4	Arnott	2	Walkerton	1		
		New					
Stratford	4	Hamburg	2	Stokes Bay	1		
LaSalle	4	Meaford	2	Plattsville	1		
Blue Mountain	3	Woodstock	2	Mitchell	1		
Barrie	3	Calgary	2	London	1		
Mississauga	3	Neebing	1	Dorchester	1		